

# TOURIST DESTINATION RISK PERCEPTION: THE CASE OF SIGIRIYA, SRI LANKA

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## Abstract

The tourism industry is highly influenced by external extortions such as global political disputes, diplomatic relations, natural disasters, outbreaks of disease, and economic crises. Consequently, the risk element has a paramount impact on both the destination selection process of tourists and their revisit intention. Thus, the tenaciousness of the risk perception of tourists towards a destination is beneficial for the prosperous management of the destination. The study investigates the impact of travellers' perceived risk, and five hypotheses were developed using the dimensions (Socio Psychological risk, Time risk, Physical risk, financial risk, and performance risk). Revisit intention is measured based on scales used by previous scholars. The study approach is quantitative, and a sample of 100 respondents were selected randomly. Correlation and regression analyses were applied, and the results revealed that perceived time risk, physical risks, financial risks, and performance risk have a negative impact on revisit intention of tourists while physical risk contributes highest in determining to revisit intention. Further, the socio-psychological risk does not significantly impact revisiting intention to Sigiriya. Accordingly, minimizing the perceived risk through; augmenting the aliment security, endowing the opportune ascendant entities to evade robbery and grabbing, improving the efficiency of the ticket issuing officers, establishing price standards for ingress tickets, Improving the quality of public transportation services, minimizing traffic flow, managing the tourism carrying capacity of the destination is highly acclaimed.

**Keywords:** Perceived risk, Revisit intention, Sigiriya, Tourism industry